CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Willard,

I would like to thank you for your interest in our broadcast on Shanghai.

CBS Reports: Shanghai will be shown on Friday, March 8, from 10:00 to 11:00 pm. EDT.

Sincerely yours,

Irv Drasnin
Producer

Mr. Willard Johnson
44 Norwood Ave.
Newton Centre, Mass.

February 22, 1974

IRV WHAT A SPLENDID SHOW IT WAS, IN EVERY RESPECT--PHOTOGRAPHY, SUBJECT MATTER, AND NARRATION. IT MUST HAVE BEEN A RANTASTIC EXPERIENCE TO DO. CONGRATULATIONS.

Willard

REALTOR®

Westbrook Realty Co.

437 E. PONCE DE LEON AVE., DECATUR, GEORGIA 30030 (404) 373-2527

Mr. Richard S. Salant, Pres.
CBS News Div.
Columbia Broadcasting System, Inc.
51 W. 52nd St.
New York, N. Y. 10019

3/11/74

Dear Mr. Salant;

Your special on Shanghai of March 8th was exceptional. This is the type program I feel the medium of television is worthy of. For the first time I was able to get a feel of the Chinese as a person rather than as a cultural unit.

We were told that the door of communication opened to us for perhaps only a moment, and may even now be closing. It is, then, fortunate that you captured the essence of the Chinese with such clarity.

The descriptive word which comes to mind, (as opposed to "entertaining" or "artistic") is simply "important." It is a production which I feel you almost have a moral responsibility of repeating.

Sincerely,

C. P. Westbrook

C. P. Westbrook

CPW/jm

CBS MEMORANDUM

FROM: D. Culhane
TO: I. Drasnin
DATE: 3-14-74

Shanghai was terrific. Now that you've climbed to the pinnacle, what do you do next?

I am going away skiing for two weeks. Hope you will now be free for lunch in the near future.

Regards,

D

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CRestview 6-4174
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March 13, 1974

Mr. Irving Drasnin
524 West 57th Street
New York, New York 10019

Dear Irv:

I saw your Shanghai show the other night and had I known how talented you were, I would have been a little more respectful in the past. Your show was interesting and informative and were it not for the Jewish leprechaun who was doing the interviewing, it would have been perfect. And that pretense about understanding Chinese-- I hope your mother didn't see the show. I also noticed the conspicuous lack of a full card credit for yours truly as technical adviser on the Ping-Pong scene.

At the risk of blowing my image, I will nevertheless have to admit that it was one of the best things I have ever seen on television. Keep up the good work!

Best personal regards.

Cordially,

Gerald Breslauer

GB/ag

P. S. Hi! from Steve and Ali.

March 13 - 1974

Producer of "CBS Reports Shanghai",
And Miss. Lonnie Long.

We enjoyed the documentary very much, quite a lot to learn in one hour about a place we have read many stories of, interesting people, sights.
Thanks for letting us know how much you have been able to do in a short time with CBS, best wishes to you Lonnie.

Sincerely
Mrs. W. C. Handy

11 March 1974

Irv-

Your Shanghai film was excellent and as an emerging star myself, I particularly admired the way you read your script. You really sounded good. Maybe you can give me a little coaching. I read my own stuff as though Id just raised my hand and been called on.

Regards

Andy Rooney

March 13, 1974

Dear Andy:

Many thanks for your thoughtful note on the Shanghai film.

Each of us, I feel, has an obligation to offer a helping hand to young and upcoming documentarians anxious to learn the secrets of the trade.

Therefore, I humbly pass on to you some bits of wisdom so generously bestowed on me by our more established colleagues.

1. Always use blue paper.

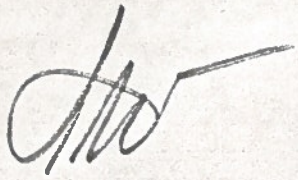
2. Never record lying down.

3. When recording be sure to avoid sharp objects, such as the tips of skyscrapers.

4. Be sure your tie is straight.

If you follow these few simple rules I'm confident you will have no trouble at all.

All my best.



CBS MEMORANDUM

FROM: Cathy Krein
TO: IRV DRASNIN
DATE: March 12, 1974

cc: Jonnet Steinbaum

Bravo! Magnifique! A million accolades.

I really felt as if I were in Shanghai, and what's more, I can't wait to go back.

Cathy

TO: IRV DRASNIN 3/13/74

FROM: BOB SILLER

Hi there, stranger:

Kit and I found "Shanghai" fascinating...as told in verse and picture by you-all.

Truly, a first rate job.

Sure'd be nice to catch up with you one of these here, now days.

You ever in the factory towards midnight? I'm ordinarily ensconced in the Morning News bullpen from about 11 P.M. to 9 A.M.

Been tooo long.

Bob

821 Lakeside Ave
Lakeland, Fla. 33801
March 12, 1974

MAR 18 Rcd
MT

The Thornberrys
Field Service Coordinators
China Program - E. Asia Office
DOM-NCCC USA
New York, N.Y. 10027

Dear Friends:

We write first as to our address, no longer in Illinois - permanent in Lakeland since August.

As retired China missionaries we are glad to help in the China program as associates.

We received your memorandum of Feb. 25 on Grasmin's CBS Reports - Shanghai. We saw the film - excellent - Having read reports of visits to China, information was not new.

We liked the factual presentation. The happy faces of children and youth told the story with no commentary needed.

Sincerely,

(Mrs Everett E.) Lucy B. Murray

Dr —
thought
you'd like to
see this —
M/ST